ENLISTED RETENTION TASK FORCE

MMEA-64

ENLISTED CAREER COUNSELING AND PERFORMANCE EVALUATION UNIT

From our standpoint…

- **As Career Counselors, we have daily interaction with the Career Marine population…**
  - **Career Counseling**
  - **Performance Evaluation**
  - **Initial Calls on Retention**
  - **Separation and Disability**
  - **Retirement Screening**

Background…

- **With the Manpower process evolving rapidly, it has significant effects on…**
  - **Retention…**
    - **We are fighting to retain our mid-level Career Marines (8-12 YOS)**
    - **FTAP numbers continue to grow**
  - **Promotion…**
    - **As promotion tempos are reached, there is a need for a heightened level of Career Awareness to stay competitive**

Impact on Retention

- **Increased losses of mid level Career Marines results in an increase of numbers for FTAP**
  - **The economy, opportunity and choice in the civilian sector continue to be a challenge in retaining Career Marines**
  - **We must get the picture of 'Staying Marine' and its many benefits out Corps-Wide, in an aggressive and proactive manner**

Impact on Promotion

- **As we near the established ‘Promotion Tempos’, Marines are finding themselves In-Zone sooner than before in most MOS’s and grades**
- **It is crucial that Marines now have a heightened sense of ‘Career Awareness’ to be competitive doe promotion**

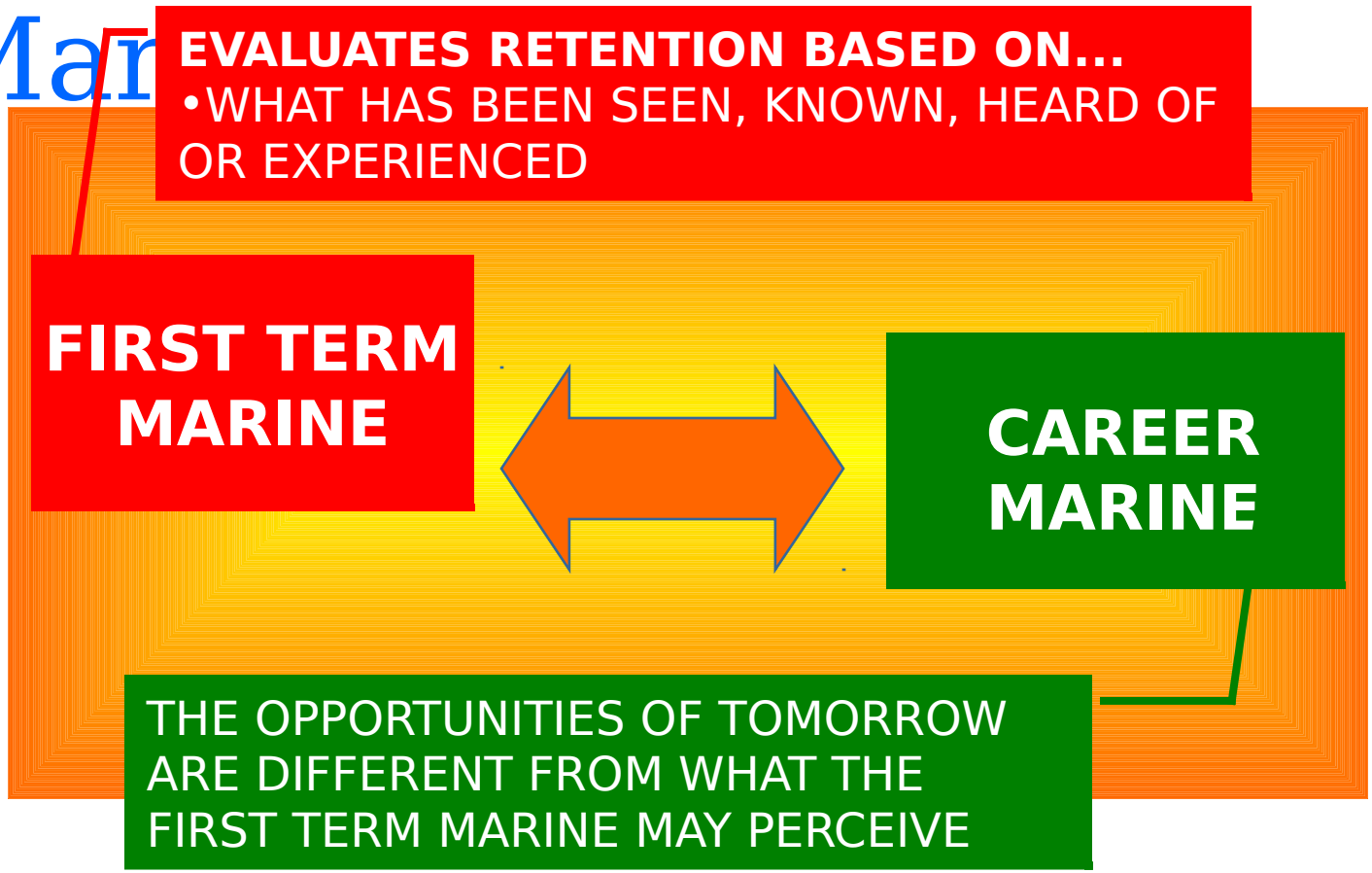
What it comes down to…

- **We have to ensure that aggressive marketing efforts are made to get the word out to all on…**
  - **The changes and its possible impact**
  - **How to succeed in the eye of change**
  - **How to plan ahead and stay ahead**

The situation in a nutshell

- **Marines considering retention, do so while using the filter of how things were or are. We need them to look beyond the evolving present**
- **Where we are going, is much more exciting and lucrative that where we have been or are presently**
  - **Pay**
  - **Promotions**
  - **Quality of Life**

Gap between First Term Marines and Career Mar


EVALUATES RETENTION BASED ON…
•WHAT HAS BEEN SEEN, KNOWN, HEARD OF OR EXPERIENCED
FIRST TERM MARINE
CAREER MARINE
THE OPPORTUNITIES OF TOMORROW ARE DIFFERENT FROM WHAT THE FIRST TERM MARINE MAY PERCEIVE

WE DO NOT SEE THIS PICTURE

Gap in the Career Marine Population

WE SEE THIS PICTURE

How we get the word out…

- **Present Career Briefs and offer Career Counseling at the SNCO Academies**
  - **Sergeants Course**
  - **Career Course**
  - **Advanced Course**
- **Present Career Briefs at…**
  - **E-8 Seminar**
  - **1stSgt's Course**
  - **E-9 Symposium**

Our presence on the internet

- **Our website has developed into a one-stop-shop for all enlisted promotion and retention matters**
  - **Resource Center for career related information**
  - **Latest updates on career issues**
  - **Robust search machine**
  - **Easily downloadable documents**
  - **Option to send e-mail from site**

Underway project…

- **Monthly newsletter to be published very soon from the MMEA-6 in the Adobe Acrobat Format**
- **Will be distributed using several axis**
  - **Career Planner Monitor to all Career Planners Corps-wide**
  - **SgtMaj Monitor to all 9999's**
  - **MOS Monitors to all senior Marines in MOS/Occfield Sponsors**

Recommendations...

- **Interactive Media Presentations of all briefs on the internet using the new Windows Media-7 Technology**
- **Interactive Career Counseling using the Teleconference capability of the new Windows Media-7 Technology**
- **All briefs and media also developed on video and CD format for widest cost-effective dissemination**

Questions?